

ITEM 2. KNOWLEDGE EXCHANGE SPONSORSHIP – ALTERNATIVE TECHNOLOGY ASSOCIATION – SLOW DATE A SUSTAINABILITY EXPERT EVENT**FILE NO: S117676****SUMMARY**

The Alternative Technology Association has approached the City seeking funding for a *Slow Date a Sustainability Expert* event to be held on Saturday 23 July 2016 at the Australian Technology Park. The event forms part of the SEE Sustainable Experience event showcasing sustainability and green building products and solutions.

Slow Date a Sustainability Expert provides an opportunity for residents to get one-on-one advice and ideas from sustainability specialists on how to make their homes more sustainable.

The key aims of the event are to raise awareness of the benefits of sustainable houses/apartments; and promote sustainable design, renovations, efficiency upgrades and renewable energy. This forum facilitates information exchange between the owners/renters and sustainability experts.

With almost 75 per cent of City of Sydney residents living in apartments, Council adopted a Residential Apartments Sustainability Plan in 2015, which aims to reduce apartment sector greenhouse gas emissions by 40 per cent and water consumption by 7 per cent by 2030, with 70 per cent of waste diverted from landfill by 2021.

The event aligns well with the objectives of the Residential Apartments Sustainability Plan. The City's Sustainability Programs team has been working with the Alternative Technology Association to tailor content for the strata residential community. The City will continue to work with the Alternative Technology Association to plan, develop and promote this event.

Similar previous events held by the Alternative Technology Association have been fully subscribed and had positive feedback from participants and experts in post-event surveys.

The request for sponsorship has been evaluated against the City's Knowledge Exchange Sponsorship Program and support is recommended to the full amount requested. All sponsorship recipients are required to sign a contract, meet specific performance outcomes and acquit their sponsorship.

RECOMMENDATION

It is resolved that:

- (A) Council approve a cash sponsorship of \$6,456 (excluding GST) to the Alternative Technology Association to support the Slow Date a Sustainability Expert event; and
- (B) authority be delegated to the Chief Executive Officer negotiate, execute and administer a sponsorship agreement with the Australian Technology Association.

ATTACHMENTS

Nil.

BACKGROUND

1. On 10 August 2015, Council adopted the Residential Apartments Sustainability Plan, which contains 30 actions to achieve significant cuts to carbon emissions, water use and other environmental impacts within the strata sector.
2. To deliver the Residential Apartments Sustainability Plan, the City engages with a range of stakeholders and influencers across the strata sector, including building managers, strata managers, owners' corporation peak bodies, energy utilities and individual residents.
3. Strata Communities Australia and Owners Corporation Network, key stakeholders in the delivery of the Residential Apartments Sustainability Plan, have signed on as supporting partners of the Alternative Technology Association's SEE Sustainable Experience event.
4. The proposed *Slow Date a Sustainability Expert* event provides an opportunity for residents to meet directly with specialists to ask the questions that relate to their particular circumstances, their building and/or specific information gaps. Residents get direct one-on-one advice from sustainability specialists on how to make their homes and apartment buildings more sustainable.
5. The City's Sustainability Programs team has worked with the Alternative Technology Association to tailor content for our strata communities to ensure the event contributes towards the City's strategic focus and plans for the apartments sector.
6. Sustainability specialists available at the event will be selected to advise participants across a range of relevant sustainability topics, including those that will reduce resource consumption and increase renewable energy production across the residential sector. Emphasis will be placed on utilising experts who can provide advice on common property sustainability projects in addition to inside apartment and house projects.
7. Promotion undertaken by the Alternative Technology Association to raise awareness and participation about the event includes e-marketing to over 30,000 contacts on their email list, print marketing in the Alternative Technology Association's Sanctuary magazine (readership over 40,000), promotion on the Alternative Technology Association's website and social media platforms, and promotion on the SEE Sustainable Experience website. The City Sustainability Programs team will also promote the event through City of Sydney channels such as the Smart Green Apartments program and Green Villages website. City residents will get priority at the event.
8. The Alternative Technology Association will promote relevant City of Sydney grant funding programs as well as other initiatives delivered through the Residential Apartments Sustainability Plan. The Strata 101 workshop series will also be promoted to participants.
9. Under the City's Knowledge Exchange Sponsorship program, eligible organisations include not-for-profit and for-profit organisations as well as social enterprises. The Alternative Technology Association is a not-for-profit organisation. It provides independent advice on sustainable living. Its aims include helping households save money and reduce their environmental footprint with information on home energy efficiency, renewable energy, water saving, materials reuse and waste. Established in 1980, the Alternative Technology Association has 6,000 members.

10. The applicant requested sponsorship to the value of \$6,456 (excluding GST). The sponsorship will cover project and event management, staging and equipment hire. The request for sponsorship was evaluated against the guidelines and was strongly recommended by the assessment panel for funding to the full value requested. The applicant will be required to submit a detailed budget prior to entering into an agreement with the City.
11. Specific sponsorship benefits to be negotiated include City of Sydney acknowledgement in media releases, social media platforms, and signage at the events; and City of Sydney logo included in all pre-event marketing materials, including flyer and webpage content.
12. The Alternative Technology Association's *Slow Date a Sustainability Expert* project aligns with the Knowledge Exchange Program through its focus on facilitating implementation of best practice sustainability projects and increased sustainability knowledge and comprehension across the residential sector.
13. Evaluation of the sponsorship will entail a report including number of participants, participant feedback, and perceived increase in knowledge and sustainability actions taken as a result of attending the event. The evaluation requirements will be included as part of the City's standard sponsorship agreement.

KEY IMPLICATIONS

Strategic Alignment - Sustainable Sydney 2030

14. *Sustainable Sydney 2030* is a vision for the sustainable development of the city to 2030 and beyond. It includes 10 strategic directions to guide the future of the city, as well as 10 targets against which to measure progress. This sponsorship is aligned with the following strategic direction and objectives:
 - (a) Direction 2 - A Leading Environmental Performer – supporting our communities to better understand options and opportunities to improve the sustainable performance of their apartments, buildings and homes.

Organisational Impact

15. City staff involvement is limited and will include providing feedback on selected experts, supporting promotion of the event through City channels, and managing sponsorship agreement and reporting requirements. This has been factored into project planning for July 2016.

Social / Cultural / Community

16. This sponsorship supports an event that facilitates information exchange between our residents and sustainability experts.

Environmental

17. This event will support the delivery of actions that support objectives and targets in the Residential Apartments Sustainability Plan.
18. This event will minimise the need for printed promotion by primarily using online marketing and promotion. Participants will be encouraged to utilise public transport to travel to the event.

Economic

19. This event will raise the profile of local, independent experts offering sustainability advice and expertise.

BUDGET IMPLICATIONS

20. Funding support can be provided within the existing 2015/16 budget of the Environmental Performance Grants Program.

CRITICAL DATES / TIME FRAMES

21. The event will be held on Saturday 23 July 2016.

RELEVANT LEGISLATION

22. Section 356 of the Local Government Act 1993.

ANN HOBAN

Director City Life

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